****

**2021 Virginia Reads One Book - Social Media Post Ideas**

Use Image: General or with Quote

* [Bank Name] is proud to sponsor [school name(s)] for the 2021 Virginia Reads One Book program beginning in March. Through the #VAROB2021 program, we aim to build a community of readers. Everyone – students, parents, teachers, and even administrative staff - will be following along together while reading this year’s financial literacy themed book, The Trumpet of the Swan. The students and staff at [school name(s)] will join more than 23,600 Virginia students participating in this program. “When a whole state reads a book, there’s a lot to talk about.” #VAROBTrumpet #vabankers @readtothem [any other bank specific hashtags]

Use Image: One Month Out

* Next month, more than 23,600 Virginia students will participate in #VAROB2021 and [bank name] is a proud sponsor of [school name(s)]! Through this program, the entire school community - including bus drivers, resource teachers, facilities staff, office personnel, students and their families - read the same financial literacy themed book on the same schedule. Be sure to follow [bank name] on [social media channel(s)] for updates on the program throughout the month of March. #VAROBTrumpet #vabankers @readtothem [any other bank specific hashtags]

Use Image: One Week Out

* “When a whole state reads a book, there’s a lot to talk about.” [Bank name] is proud to support [school name(s)] for this year’s #VAROB2021 program! Over the next three weeks, students and staff will read this year’s financial literacy themed book, The Trumpet of the Swan, and participate in a variety of activities that support the themes of the book. #VAROBTrumpet #vabankers @readtothem [any other bank specific hashtags]